## ORDER

Order / Rev: 37667 08887273 Alt Order #: ISSUE Product Desc:

Estimate: 2155

10/28/12 - 11/05/12 Flight Dates: Original Date / Rev: 10/19/12 / 10/19/12

Order Type:

Name:

Name:

**GENERAL** 

Waterfront Strategies

**Buying Contact:** Billing Contact:

> 1010 Wisconsin Avenue Washington, DC 20007

Senator Majority PAC

PO4

AGY, POL, ISS

Demographic: A35+

Product Codes:

Priority: LV1

Revenue Codes:

Billing Type:

Primary AE:

Sales Office:

Sales Region:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

KLAS

K-WAS

National

Mike Jones

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Orders

Agency

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/29/12   | 11/05/12 | 26      | \$54,500.00  | \$46,325.00 |

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|---|---|----|---|
|   |   |    |   |

| Month         | # Spots | Gross Amount | Net Amount  | Rating |
|---------------|---------|--------------|-------------|--------|
| November 2012 | 26      | \$54,500.00  | \$46,325.00 | 0.00   |
| Totals        | 26      | \$54,500.00  | \$46,325.00 | 0.00   |

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 30%   | \$54,500.00  |
| Market      | 100%  | \$181,666.67 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 25%   | \$45,416.67 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 5%    | \$9,083.33  |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln | Ch           | Start    | End      | Inventory Code   | Break      | Start/End  | Time Days | Len Sp | ots | Rate Pri      | Rtg Type | Spots | Amount     |
|----|--------------|----------|----------|------------------|------------|------------|-----------|--------|-----|---------------|----------|-------|------------|
| 1  | 8            | 10/29/12 | 11/02/12 | CBS This Morning | •          | 7-9a       | MTWTF     | :30    | 3   | \$1,000.00LV1 | 0.00 NM  | 3     | \$3,000.00 |
|    | <b>EARLY</b> | SHOW     |          |                  |            |            |           |        |     |               | - 1      |       |            |
|    | Sta          | art Date | End Date | <u>Weekdays</u>  | Spots/Week | Rate       | Rating    |        |     |               |          |       |            |
| V  | leek: 10/    | /29/12   | 11/04/12 | MTWTF            | 3          | \$1,000.00 | 0.00      |        |     |               |          |       |            |
| 2  | 8            | 11/05/12 | 11/05/12 | CBS This Morning |            | 7-9a       | M         | :30    | 1   | \$1,000.00LV1 | 0.00 NM  | 1     | \$1,000.00 |

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Order / Rev:

37667

Advertiser:

Senator Majority PAC

Alt Order #:

08887273

Product Desc:

ISSUE

Flight Dates:

10/28/12 - 11/05/12

Estimate:

2155

KLAS

| Ln Ch Start En  | d Inventory Code Break                                  | Start/End                 | Time Days      | Len Spots | Rate Pri        | Rtg Type | Spots | Amount      |
|---|---|---------------------------|----------------|-----------|-----------------|----------|-------|-------------|
| EARLY SHOW  | •   |                           |                |           |                 |          | '     |             |
| <u>Start Date</u> <u>End I</u><br>Week: 11/05/12 11/11        |   | <u>Rate</u><br>\$1,000.00 | Rating<br>0.00 |           |                 |          |       |             |
| 3 8 11/03/12 11/0   | 33/12 CBS Early Show - Sat. CM<br>CBS Early Show - Sat. | 5-7a                      | S-             | :30 1     | \$1,200.00LV1   | 0.00 NM  | 1     | \$1,200.00  |
| SAT EARLY <u>Start Date</u> <u>End (</u> Week: 10/29/12 11/04 |   | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |           |                 |          |       |             |
| 4 8 10/29/12 11/0<br>KELLY                                    | 02/12 Live w/Kelly CM<br>Live w/Kelly                   | 9-10a                     | MTWTF          | :30 5     | 5 \$2,000.00LV1 | 0.00 NM  | 5     | \$10,000.00 |
| Start Date End  <br>Week: 10/29/12 11/04                      |   | Rate<br>\$2,000.00        | Rating<br>0.00 |           |                 |          |       |             |
|   | 05/12 Live w/Kelly CM<br>Live w/Kelly                   | 9-10a                     | M              | :30 1     | \$2,000.00LV1   | 0.00 NM  | 1     | \$2,000.00  |
| KELLY <u>Start Date</u> <u>End I</u> Week: 11/05/12 11/11     |   | <u>Rate</u><br>\$2,000.00 | Rating<br>0.00 |           |                 |          |       |             |
| 6 8 10/29/12 11/0   | 22/12 8 News Now Noon M-F CM<br>8 News Now Noon M-F     | 12-1230p                  | MTWTF          | :30 3     | \$2,000.00LV1   | 0.00 NM  | 3     | \$6,000.00  |
| NEWS <u>Start Date</u> <u>End  </u> Week: 10/29/12 11/04      |   | <u>Rate</u><br>\$2,000.00 | Rating<br>0.00 |           |                 |          |       |             |
| 7 8 10/29/12 11/0   |   | 3-4p                      | MTWTF          | :30 3     | \$2,500.00LV1   | 0.00 NM  | 3     | \$7,500.00  |
| ELLEN   | Ellen   |                           |                |           |                 |          |       |             |
| <u>Start Date</u> <u>End  </u><br>Week: 10/29/12 11/04        |   | <u>Rate</u><br>\$2,500.00 | Rating<br>0.00 |           |                 |          |       |             |
| 8 8 11/05/12 11/0<br>ELLEN                                    | 05/12 Ellen CM<br>Ellen                                 | 3-4p                      | M              | :30 1     | \$2,500.00LV1   | 0.00 NM  | 1     | \$2,500.00  |
| Start Date End   Week: 11/05/12 11/11                         |   | <u>Rate</u><br>\$2,500.00 | Rating<br>0.00 |           |                 |          |       |             |
| 9 8 10/29/12 11/0<br>NEWS                                     | 02/12 8 News Now 4p M-F CM<br>8 News Now 4p M-F         | 4-5p                      | MTWTF          | :30 2     | 2 \$2,500.00LV1 | 0.00 NM  | 2     | \$5,000.00  |
| Start Date End I Week: 10/29/12 11/04                         |   | Rate<br>\$2,500.00        | Rating<br>0.00 |           |                 |          |       |             |
|   | 02/12 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F  | 5-630p                    | MTWTF          | :30 3     | 3 \$3,000.00LV1 | 0.00 NM  | 3     | \$9,000.00  |
| NEWS <u>Start Date</u> <u>End l</u> Week: 10/29/12 11/04      |   | <u>Rate</u><br>\$3,000.00 | Rating<br>0.00 |           |                 |          |       |             |
|   | 05/12 8 News Now 5-630p M-FCM<br>8 News Now 5-630p M-F  | 5-630p                    | М              | :30 1     | \$3,000.00LV1   | 0.00 NM  | 1     | \$3,000.00  |
| NEWS <u>Start Date</u> <u>End I</u> Week: 11/05/12 11/11      |   | <u>Rate</u><br>\$3,000.00 | Rating<br>0.00 |           |                 |          |       |             |
| 12 8 11/04/12 11/0  |   |                           | 30-7pS         | :30 1     | \$3,000.00LV1   | 0.00 NM  | 1     | \$3,000.00  |
| NEWS <u>Start Date</u> <u>End I</u> Week: 10/29/12 11/04      |   | <u>Rate</u><br>\$3,000.00 | Rating<br>0.00 |           |                 |          |       |             |
|   | 03/12 Sat 7-8p - ET Wknd CM                             | 7-8p                      | S-             | :30 1     | \$1,300.00LV1   | 0.00 NM  | 1     | \$1,300.00  |
| ET WEEKEND  | Ent Tonight Weekend                                     |                           |                |           |                 |          |       |             |
| <u>Start Date</u> <u>End I</u><br>Week: 10/29/12 11/04        |   | <u>Rate</u><br>\$1,300.00 | Rating<br>0.00 |           |                 |          |       |             |